

Appendix D

LRCVB Staff Survey Results

A survey of all Convention and Visitors Bureau staff was conducted to identify the opinions and experiences that staff has working with A total of 9 questionnaires were returned with a response rate of 82%.

Summary of Survey Questions #1- #9.

Of the staff members that responded to the survey,

- 78.0% agreed that the CVB worked efficiently with local government officials. relationship with local government officials;
- 100% agreed that the CVB was effective at bringing conventions/meetings to the Lynchburg area;
- 100% agreed that the CVB was effective in their efforts to recruit leisure tourism to the Lynchburg area;
- 78% agreed that the CVB uses its financial resources wisely;
- 67% agreed that the development of effective marketing materials and advertising is sufficient;
- 67% agreed that the CVB develops and shares research with the local market;
- 88% agreed that the CVB fosters an atmosphere of teamwork;
- 100% agreed that the CVB provides the tools that they need to do their job; and
- 89% agreed that the CVB provides them with on going education and career advancement opportunities.

Detailed Statistics for Questions #1-#9.

1. Works efficiently with local elected officials.

| Response | Number | % |
|----------------------------|--------|----|
| Strongly Agree | 2 | 22 |
| Agree | 5 | 56 |
| Neither Agree nor Disagree | 2 | 22 |

| | | |
|-------------------|---|---|
| Disagree | 0 | 0 |
| Strongly Disagree | 0 | 0 |

2. Effectiveness at bringing conventions/meetings to the Lynchburg area.

| Response | Number | % |
|----------------------------|---------------|----------|
| Strongly Agree | 4 | 44 |
| Agree | 5 | 56 |
| Neither Agree nor Disagree | 0 | 0 |
| Disagree | 0 | 0 |
| Strongly Disagree | 0 | 0 |

3. Effectively recruits leisure tourism to the Lynchburg area.

| Response | Number | % |
|----------------------------|---------------|----------|
| Strongly Agree | 3 | 33 |
| Agree | 6 | 67 |
| Neither Agree nor Disagree | 0 | 0 |
| Disagree | 0 | 0 |
| Strongly Disagree | 0 | 0 |

4. Uses its financial resources wisely.

| Response | Number | % |
|----------------------------|---------------|----------|
| Strongly Agree | 1 | 11 |
| Agree | 6 | 67 |
| Neither Agree nor Disagree | 1 | 11 |
| Disagree | 1 | 11 |
| Strongly Disagree | 0 | 0 |

5. The development of effective marketing materials and advertising is sufficient.

| Response | Number | % |
|-----------------|---------------|----------|
| Strongly Agree | 1 | 11 |

| | | |
|----------------------------|---|----|
| Agree | 5 | 56 |
| Neither Agree nor Disagree | 2 | 22 |
| Disagree | 1 | 11 |
| Strongly Disagree | 0 | 0 |

6. Develops and shares research with the local market.

| Response | Number | % |
|----------------------------|---------------|----------|
| Strongly Agree | 1 | 11 |
| Agree | 5 | 56 |
| Neither Agree nor Disagree | 2 | 22 |
| Disagree | 1 | 11 |
| Strongly Disagree | 0 | 0 |

7. Fosters an atmosphere of teamwork.

| Response | Number | % |
|----------------------------|---------------|----------|
| Strongly Agree | 4 | 44 |
| Agree | 4 | 44 |
| Neither Agree nor Disagree | 0 | 0 |
| Disagree | 1 | 11 |
| Strongly Disagree | 0 | 0 |

8. Provides the tools I need to do my job.

| Response | Number | % |
|----------------------------|---------------|----------|
| Strongly Agree | 3 | 33 |
| Agree | 6 | 67 |
| Neither Agree nor Disagree | 0 | 0 |
| Disagree | 0 | 0 |
| Strongly Disagree | 0 | 0 |

9. Provides on-going education and career advancement.

| Response | Number | % |
|----------------------------|---------------|----------|
| Strongly Agree | 6 | 67 |
| Agree | 2 | 22 |
| Neither Agree nor Disagree | 0 | 0 |
| Disagree | 0 | 0 |
| Strongly Disagree | 1 | 11 |

Summary of responses to Questions #10-#15.

What do you see as the strengths of the LRCVB?

- Effective leadership from VP
- Staff is dedicated and well trained.
- Cooperation – both among CVB staff and with the Chamber of Commerce
- Good working relationship State and surrounding counties
- Marketing activities (website, tradeshow schedule, FAM tours, etc.)

What do you see as the weaknesses of the LRCVB?

- Lack of communication among CVB staff and with Chamber
- Geographic separation of CVB staff between two different locations.
- Do not currently offer a widely accepted form of Return on Investment (ROI).
- Not enough space for storage and merchandise
- There is confusion when it comes to the boundaries that are presented by the CVB's relationship to the Chamber of Commerce.
- Tourism Advisory Council has become an unnecessary committee.
- Location of Visitors Center – difficult for people to find.

What is needed to market travel and tourism in Lynchburg more effectively?

- A positive working relationship with the lodging industry.
- More involved tourism community who has a better understanding of the services provided by the CVB.
- Revamping of the Tourism Advisory Committee (TAC).
- Expanded sales staff.
- Improved communication among staff.
- Relocation to a more accessible, high profile site.

What are your biggest obstacles to succeeding in your job?

- Geographical separation of CVB staff and communication issues due to separation.
- Limited meeting/conference space.
- Limited funding – restricts hiring of staff and program development.
- Lack of awareness and understanding in local government/community of tourism and its role as an economic development vehicle.
- Better signage directing visitors to our center.

What would you like to see the LRCVB accomplish in the future?

- Increased communication.
- To develop benchmarking and ROI formulas that are accepted by local government.
- A positive working relationship with the lodging industry.
- More involved community who has a better understanding of the services provided by the CVB.
- An increased budget that would support the hiring of additional sales staff.
- A new, more highly visible location for the Visitors Center.